

## IMPORTANT NEWS

- SEBI has amended the Investment Advisor Regulations, prohibiting the use of words such as advisor, IFA, wealth advisor and 'similar names' by MFDs from October. AMFI has released a set of names that are permissible and not permissible which the MFD can refer to.
- The total assets under management of the National Pension Scheme and the Atal Pension Yojna are approaching a corpus of Rs. 5 lakh crore. The total number of National Pension System (NPS) and Atal Pension Yojana (APY) subscribers is over 3.68 crore, as per the latest data.

## Expert Corner

### Gamification of Personal Finance



What is the Problem in sharing the concept of personal finance? Specially for the MFD to share the same with their Clients?

Of the various ways of securing financial health, investing soundly is number one. But while seeing one's money grow is very pleasurable, the homework that leads to the growth, is not. It is boring number crunching that quickly makes you yawn. The creative right brain goes to sleep and the process is robbed of interest. More often than not this leads to second rate investment decisions or worse. People never celebrate investing or buying a MF or Insurance policy.

Then what is the idea?

Gamification or playing games encourages creativity, keeps the emotional/creative right brain hemisphere active and is pleasurable. Also, generally only listening may be financially unproductive.

What did you do?

I created a game for my investors called "The Volatility Game". The Volatility Game combines the best of both the worlds. In a very enjoyable gaming environment, it teaches the players to learn and use the dreaded volatility factor of the market to ones' advantage and make ones' portfolio grow faster in a sustainable manner. As the game continually sends new information to the player, the enjoyable atmosphere makes the information sink in in the players' minds and turn it into new financial knowledge which is retained very well and is forever accessible to the player.

What is the logic behind this?

Research firmly indicates that information gathered in a friendly and enjoyable atmosphere is better retained and better utilised.

What is in for the MFD and trainers now?

I have now opened the game for the IFAs/ MFDs/ RIAs to take it to their clients and investors. This will ensure that their business will grow, number of clients will increase, existing investors will invest more. IFA's and trainers can conduct this game at corporate level. There are game software, PPTs, videos and master classes every month for the members to learn and grow over and above regular programs across India to attend any time any where.



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## 10 Financial Tips you would give to a young client

1. Start investing early even if it is a small amount
2. Invest regularly whether the market is up or down
3. Do not be afraid of volatility
4. Invest for the long term time horizon
5. Teach kids the value of savings from a young age
6. Take life and health insurance early as premiums are less
7. Avoid products which promise overnight gains
8. Do not mix insurance and investments
9. Make use of loans and debt judiciously
10. Involve your partner in taking financial decisions

## Launch Of MF Video KYC

We are live with the MF Video KYC in association with LIC MF



### 3 Easy Steps to conduct Video KYC

- 1** Create client by filling basic profile detail
- 2** Initiate Video KYC by emailing link to client
- 3** Client completes KYC process using link

### Features of Video KYC

- 1** Completely Paperless
- 2** Easy process that can be completed following simple steps
- 3** No need to meet the client to do KYC



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Mutual Fund investments are subject to market risks, read all scheme related documents carefully